

Message Text

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PAGE 01 BONN 15143 211630Z
ACTION EUR-12

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INFO SECSTATE WASHDC 1210
USMISSION USBERLIN
AMCONSUL FRANKFURT
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS BONN 15143

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - AIMS OF CALIFORNIA, INC.,
LYNWOOD, CALIFORNIA

THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE
FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INTEREST:

LIPPMANN EXPORT-IMPORT GMBH
BISMARCKSTR. 25
D-1000 BERLIN 15, GERMANY
CONTACT: HERR SPEERO
PHONE: (030) 342-22-22
COMMENT: FIRM IS A SMALL WEST BERLING DISTRIBUTOR OF
PHARMACEUTICAL PRODUCTS SOLD IN SUPERMARKETS. FOR PRO-
DUCT OFFERED THERE COULD BE POTENTIAL MARKET IN BERLIN.
INTERESTED FIRM WAS ESTABLISHED IN 1975, EMPLOYS 4.
WELL MANAGED COMPANY HAS DEVELOPED ITS MARKET SHARE IN
RELATIVELY BRIEF TIME. FIRM HAS GOOD RECORD OF SUCCESS
IN LAUNCHING NEW PRODUCTS IN BERLIN. SPEERO WOULD LIKE
ADDITIONAL INFORMATION.

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EURO-FRIWA GMBH & CO.
POSTFACH 3250
D-8700 WUERZBURG 21
CONTACT: MR. SIEGFRIED DRESSEL, MANAGER
PHONE: 0931-704012
COMMENT: COMPANY HAS LEGAL STATUS OF A COOPERATIVE,
FOUNDED IN 1927, 4,500 MEMBERS WHO OBTAIN THEIR SUPPLIES

THROUGH FRIWA. COMPANY HANDLES ALL TYPES OF PRODUCTS
SOLD IN BARBER SHOPS, BEAUTY PARLORS ETC. EMPLOYS 450
SALES AGENTS, FINANCES SOUND. GERMAN COMPANY CAN ONLY
MAKE A FIRM DECISION ON CONDITION THAT IT RECEIVES
SAMPLES OF US PRODUCT.

NANZ KG
AUGSBURGER STR. 540
D-7000 STUTTGART
CONTACT: HERR MUELLER, PURCHASING MANAGER
PHONE: 0711/30141
COMMENT: COMPANY WOULD LIKE TO HAVE SAMPLES FIRST.
NANZ KG, FOUNDED IN 1902, IS A VERY LARGE FOOD STORE
CHAIN WITH OVER 4,000 EMPLOYEES, OPERATING BRANCHES
THROUGHOUT GERMANY. ANNUAL TURNOVER (WHOLE GROUP): DM
820 MIO. FAVORABLY KNOWN TO CONSULATE GENERAL STUTT-
GART.

GAISSMAIER
BOSCHSTR. 25
POSTFACH 389
D-7900 ULM/DONAU
CONTACT: HERR MUEHLEN, PURCHASING MANAGER
PHONE: 0731/4061
COMMENT: COMPANY EXPRESSED INTEREST BUT WOULD LIKE TO
HAVE SAMPLES FIRST. GAISSMAIER, FOUNDED IN 1874, IS A
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LARGE FOOD STORE CHAIN OPERATING BRANCHES THROUGHOUT
GERMANY. ANUAL TURNOVER: DM 450 MIO. EMPLOYS 2,297 AND
IS FAVORABLY KNOWN TO CONSULATE GENERAL STUTTGART.

AMCONSUL FRANKFURT COMMENT:
POST UNABLE TO FIND AN INTERESTED FIRM FOR THE FOLLOWING
REASONS:
THERE ARE ALREADY SIMILAR PRODUCTS MANUFACTURED IN WEST
GERMANY, WHICH DO NOT FIND A VERY GOOD MARKET. TO BRING
A NEW PRODUCT ON THE MARKET WOULD MEAN AN EXPENSIVE AD-
VERTISING CAMPAIGN, EVEN THE NAME IS NOT PRACTICAL IN
GERMANY. THE "PILLE" MEANS HERE THE "ANTI-BABY PILL".
ANOTHER REASON IS THE SIZE OF THE ORDER THE US FIRM
EXPECTS, WHICH WOULD MEAN A FOB PRICE OF DM 8.400 FOR
AN UNKNOWN ARTICLE. MAYBE THE POST WOULD HAVE HAD A
BETTER ARGUMENT AND SALES BASIS, IF THE US FIRM HAD
ATTACHED TWO PACKETS AS SAMPLES.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
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